

**San José State University**

Urban and Regional Planning Department

**URBP 205 – PRIVATE DEVELOPMENT AND URBAN PLANNING**

**Fall 2022**

Instructor(s): Kelly Snider  
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7.00 pm

Classroom: Washington Square Hall 113

**COURSE CATALOG DESCRIPTION**

URBP 205: Study of the entire process of private development and its intersection with public sector urban planning from preliminary product analysis through construction and marketing.

**COURSE DESCRIPTION and COURSE LEARNING OBJECTIVES**

This course is designed to examine the relationship between real estate development and urban planning in the public sector. Students will learn about the state of the real estate market, and the realities of development through case studies of projects in the Bay Area. The primary focus is, however, on the predevelopment process in which a developer and project have the highest level of interaction with the public sector.

Other topics discussed include but are not limited to market analysis, site acquisition, due diligence, zoning, entitlements, approvals, site planning, building design, construction, financing, leasing, and ongoing management and disposition. It will cover

2. Describe the various stages in the real estate development process and its interaction with the planning process.
3. Develop ability to identify pertinent stakeholders—both private and public—in a given development project.
4. Understand how the real estate business cycle interacts with local government priorities and requirements and connects with community interests.
5. Analyze sites to understand development feasibility.
6. Interpret and translate language used between the real estate development and urban planning worlds and community and advocacy groups.
7. Create a basic cash-flow statement for a real estate development project.

### **COURSE FORMAT**

This course will be in person each week. The Urban Plan component may likely be in person depending on adopted health guidelines. Your attendance is important to facilitate our understanding of the course material and the required projects. Discussion of current trends will also benefit from attendance for the entire class. In order to anchor the theories discussed in class to reality, there will be several outside experts/guest

### **REQUIRED BOOKS**

## **PARTICIPATION**

Your participation grade for this course will be based on attendance and participation, and completion of the five assignments. In addition, there may be additional “mini assignments” assigned as part of the course. These mini- assignments will not be graded but will be assigned a complete/incomplete status (see schedule below for details).

## **ASSIGNMENTS**

### **Assignment 1: State of the Real Estate in the Bay Area (600 words) – DUE DATE TBD**

All individual developments are dependent on market cycles, public and community sentiment, political will, and product demand. The COVID pandemic has created some short-term changes to work patterns and commutes. The longer-term impacts of these changes are unknown with a lot of uncertain variables.

In this assignment, you will review newspaper articles, industry reports, and other relevant documents and provide your opinion on the near-term and longer-term impacts to cities and private developments. Is our reaction to the pandemic a pre-cursor to how we deal with the climate challenges? Are stand-alone office buildings and sprawling campuses due for a make-over? Will work-at-home be the new normal? How do these changes impact cities and communities? What is the state of real estate in the Bay Area today? What is the impact to the building industry? What are some lessons learned about how we live during the pandemic?

### **Assignment 2: Stakeholder Analysis (~1500 words) – DUE DATE TBD**

In analyzing a potential development scenario, developers always begin by determining who the



### Supply Analysis:

Discuss the supply of similar types of existing properties. Is the market underserved? Oversupplied? Explain using current lease and/or sales listings for properties currently on the market.

Discuss the supply of forthcoming similar properties in the area of your project. You should research development permit applications for the past year in the city your project is located in, and find those that are most similar to your project.

A “Back of the Envelope” Pro Forma (a template will be handed out in class), which should include, but is not limited, to the following components:

- A preliminary estimate of the hard and soft costs of the proposed development
- An estimate of the potential NOI, and NOI/Cost ratio
- An estimate of the availability and cost of finance for your development.
- A future stabilized NOI, and future stabilized NOI/Cost ratio (which includes capital expenditures)
- Estimate timeline for project approval, market entry, and sales date.

Executive Feasibility Summary, which should include:

- A capsulized summary of (1) and (2) above.
- A recommendation (supported by the evidence above) of whether the proposed development should proceed.
- Recommendations for changes to the proposed development to improve feasibility.

### **Assignment 5: Urban Land Institute Activity – UrbanPlan – DUE DATE TBD**

For UrbanPlan, students will form development teams and respond to a “request for proposals” for the redevelopment of a blighted site in a hypothetical community. Each team member assumes one of five roles: finance director, marketing director, city liaison, neighborhood liaison, or site planner. Through these roles, you will develop an awareness of who the stakeholders in a given development process might be as well as a visceral understanding of the various market









MODULE	DATE	TOPIC	READINGS	ASSIGNMENT DUE
1		Introduction	Review of course syllabus and expectations  Identifying key players in the development process  <a href="https://courses.planetizen.com/course/future-cities-covid-19">https://courses.planetizen.com/course/future-cities-covid-19</a>	
2		Planning and Pre-Development Process		<b>ASSIGNMENT 1</b>
3		Idea generation/Site Selection/Analysis		In class discussion
4		Planning Framework/Stakeholder Analysis	TBD	In class discussion
5		Economic and Market Analysis		<b>ASSIGNMENT 2</b>
6		Financing projects		
7		Financing projects/Community Benefits		<b>ASSIGNMENT 3</b>
8		NO CLASS		Attend City Council/Planning Commission hearing  Read URBAN PLAN HANDBOOK
9		Urban Plan	Urban Plan Overview	<b>ASSIGNMENT 4</b>

			1 page city council/planning commission synopsis
			Complete Urban Plan Exercises 1 and 2
10	Urban Plan	Financial Model Vision Statement	Complete Exercises 3, 4 and 6
11	Urban Plan	Project Workshop	
12	Urban Plan	Project Facilitation	Revise/Update Project Proposal
13	NO CLASS		
14	Urban Plan	Presentation Workshop	
15	NO CLASS		
16	Case Studies	TBD	<b>ASSIGNMENT 5</b>